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Code: 19MBA3004

SET-I

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

II MBA III Semester Regular Examinations, February, 2021

PRODUCT AND BRAND MANAGEMENT

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

1. What is a Product? Distinguish between consumer products and industrial products. Explain the classification of consumer products. **12M**
2. Explain in detail the different stages of Product life cycle. Discuss why is PLC a useful tool for helping managers organize their thinking about product strategy and Management. **12M**
3. Describe the benefits of strong branding for an organization. Give relevant examples. **12M**
4. Why should brands be positioned? What are the steps involved in positioning a brand in the market place? Give two examples for good brand positioning. **12M**
5. Take a brand of your choice which has been extended in another category of products. Discuss the advantages of extension to the parent brand as well the extended brand. **12M**
6. Discuss the process of creating customer-based brand equity. **12M**
7. Define the term Brand awareness and explain advantages and disadvantages of brand awareness. **12M**

8. **CASE STUDY:**

Gujarat cooperative milk marketing federation, wanted to **12M** launch their butter as a branded product. So after a lot of deliberation they created the brand Amul with a prominent company. Among all the cooperative federations in India, this was the only federation to create a brand name and market their products across India. As a part of this branding effort they created the Amul girl series of advertisements with captured the latest current events and punch lines as huge cutout posters in prominent places in each city. This led to a large percentage of the population seeing these advertisements on a regular basis and resulted in creating a recall in the minds of the customers. It was so well established that even when the original promoters of the brand decided to part ways with the federation, the brand sold well due to its exceptional image in the minds of the consumers.

Questions:

- (a) Explain the possible reasons why Brand Amul became the success it is today.
- (b) Explain the principles of brand building and brand image creation that you feel Amul followed.